

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/2 (Add)

Advertiser Making Request: Brad Lager

Political Party or
Nature of Advertising Message: Republican

Flight Dates: 7/31 - 8/6

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)

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46390 Dad

--- REMARKS ---

X

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*3	08/03-08/06	5P-530P	NEWS	:30	\$165.00	F,M	2	1	2	\$330.00
Rating: 1.6										
Sales Remark: V3 ADD										
V3 Added										
*4	08/03-08/06	630P-7P	30 ROCK	:30	\$225.00	F,M	2	1	2	\$450.00
Rating: 1.8										
Sales Remark: V3 ADD										
V3 Added										
*5	08/03-08/06	10P-1030P	NEWS	:30	\$150.00	F,M	2	1	2	\$300.00
Rating: 1.6										
Sales Remark: V3 ADD										
V3 Added										

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Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*6	08/03-08/06	1035P-1105P	NIGHTLINE	:30	\$125.00	F,M	2	1	2	\$250.00
Rating: 1.3										
Sales Remark: V3 ADD										
V3 Added										
*7	08/03-08/06	1105P-1205A	JIMMY KIMMEL	:30	\$115.00	F,M	4	1	4	\$460.00
Rating: 1.0										
Sales Remark: V3 ADD										
V3 Added										
*8	08/03-08/06	1205A-1235A	30 ROCK	:30	\$75.00	F,M	2	1	2	\$150.00
Rating: 1.0										
Sales Remark: V3 ADD										
V3 Added										
*9	08/03-08/06	1235A-105A	EXTRA	:30	\$75.00	F,M	2	1	2	\$150.00
Rating: 1.0										
Sales Remark: V3 ADD										
V3 Added										
*10	08/06-08/06	7P-9P	BACHELOR <i>925</i>	:30	\$1,500.00	M	1	1	1	\$1,500.00
Rating: 6.7										
Sales Remark: V3 ADD										
V3 Added										
*11	08/06-08/06	9P-10P	PRIME	:30	\$750.00	M	1	1	1	\$750.00
Rating: 3.2										
Sales Remark: V3 ADD										
V3 Added										

Order# 9770951 Ver# 3 Status Revised

Traffic Order# 1338307

Printed: 08/02/2012 8:26 AM
Last Received: 08/02/2012 7:42 AM
Showing Buylines: All Rep Revised Lines

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Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL
Product BRAD LAGER
Estimate# 1256
Buyer LYNN MARTIN
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //1256
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*12	08/04-08/04	7P-10P	MOVIE	2	:30	SA	2	1	2	\$600.00
Rating: 2.9			Sales Remark: V3 ADD							
			V3 Added							
*13	08/05-08/05	6P-7P	AFV	3	:30	SU	1	1	1	\$550.00
Rating: 3.8			Sales Remark: V3 ADD							
			V3 Added							
*14	08/05-08/05	7P-8P	SECRET MILLIONAIRE	2	:30	SU	1	1	1	\$900.00
Rating: 4.5			Sales Remark: V3 ADD							
			V3 Added							

---REPORT TOTALS---

Report Totals: 22 / \$6,390.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$7,640.00
Sales Totals: 28 / \$7,640.00
Station Totals: 28 / \$7,640.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$489,744

CABL 0%
KTVI 15%

KDNL 1%
UNKN 0%

KMOV 0%
WRBU 0%

KPIR 5%

KSDK 77%

---COMPETITIVE COMMENTS---

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Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL
Product BRAD LAGER
Estimate# 1256
Buyer LYNN MARTIN
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //1256
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

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Sales Office () WASHINGTON
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Books FEB12
Demos RA35+